

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

Claims 1-34 (canceled).

Claim 35 (new): A method for retrieving information about products and services of mutually unrelated providers, comprising the steps of:

receiving content information of advertisements from mutually unrelated providers of products and services for advertisements placed by said mutually unrelated providers in at least one medium other than the Internet, said advertisements each identifying an identical address of a single web site;

storing said content information of said advertisements electronically in a computer database and using a web browser to permit access of said database by potential consumers via said single web site on the Internet;

receiving a search request by one of said potential consumers via said single web site corresponding to a part of said content information of one of said advertisements; and

receiving and providing to said potential consumer via said web site said content information of said advertisement corresponding to said request.

Claim 36 (new): A method according to claim 35, wherein the step of receiving and providing to said potential customer the content information comprises retrieving the content information from a web site of the provider.

Claim 37 (new): A method according to claim 35, wherein said single web site includes information concerning the products and services.

Claim 38 (new): A method according to claim 35, wherein, during said step of receiving the search request, personal details of said potential consumer are received, said personal details including at least a name and e-mail address of said potential consumer, and further comprising the step of adding said personal details to a consumer database.

Claim 39 (new): A method according to claim 38, wherein said personal details of said potential consumers in said consumer database are categorized according to their products or services of interest.

Claim 40 (new): A method according to claim 35, further comprising the step of presenting any potential consumer attempting to retrieve information from a non-subscribing provider with a range of products or services of a subscribing provider that is similar to a product or service of said non-subscribing provider.

Claim 41 (new): A method according to claim 40, wherein said range comprises a ranking of products or services based on levels of charges levied to said subscribing provider.

Claim 42 (new): A method according to claim 40, wherein said non-subscribing provider is informed when said potential consumer has attempted to retrieve information concerning a product or service of said non-subscribing provider.

Claim 43 (new): A method according to claim 35, wherein said advertisements include at least one of a television advertisement, radio advertisement, and an advertisement in printed media.

Claim 44 (new): A method for retrieving information about products and services of mutually unrelated providers, comprising the steps of:

receiving content information of advertisements from mutually unrelated providers of products and services for advertisements placed by said mutually unrelated providers in at least one medium other than the Internet;

storing said content information of said advertisements electronically in a computer database and using a web browser to permit access of said database by potential consumers via a single web site on the Internet;

receiving a search request by one of said potential consumers via said single web site corresponding to a part of said content information of one of said advertisements; and

receiving and providing to said potential consumer via said web site said content information of said advertisement corresponding to said request;

wherein said content information provided to said potential customer includes at least one of information about a product featured in said advertisement, a music title, a hyperlink to a web site to buy a recording of a theme tune of said advertisement, a hyperlink to a web site to buy a product featured incidentally in said advertisement, a filming location of said advertisement, a hyperlink to a web site advertising a holiday at said filming location, and a hyperlink to a web site containing information about a product featured in said advertisement.

Claim 45 (new): A method according to claim 44, wherein, during said step of receiving the search request, personal details of said potential consumer are received, said personal details including at least a name and e-mail address of said potential consumer, and further comprising the step of adding said personal details to a consumer database.

Claim 46 (new): A method according to claim 45, wherein said personal details of said potential consumers in said consumer database are categorized according to their products or services of interest.

Claim 47 (new): A method according to claim 44, further comprising the step of presenting any potential consumer attempting to retrieve information from a non-subscribing provider with a range of products or services of a subscribing provider that is similar to a product or service of said non-subscribing provider.

Claim 48 (new): A method according to claim 47, wherein said range comprises a ranking of products or services based on levels of charges levied to said subscribing provider.

Claim 49 (new): A method according to claim 47, wherein said non-subscribing provider is informed when said potential consumer has attempted to retrieve information concerning a product or service of said non-subscribing provider.

Claim 50 (new): A method according to claim 44, wherein said advertisements include at least one of television advertisements, radio advertisements, and advertisements in printed media.

Amendments to the Drawings:

Replace the one sheet of drawings as filed with the application with the one sheet of corrected drawings filed herewith.